

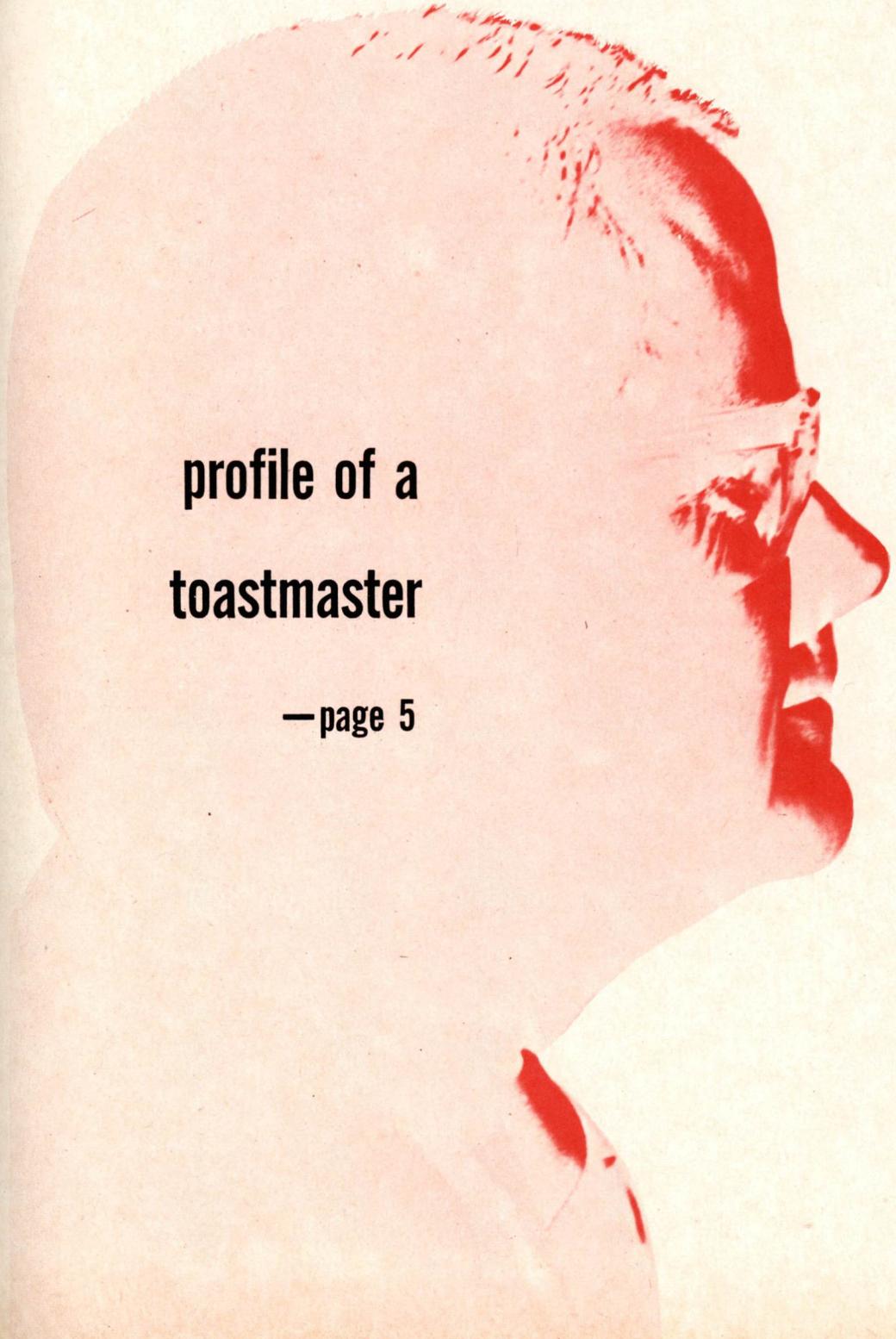


May 1974

# the toastmaster

profile of a  
toastmaster

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TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, educational organization of Toastmasters clubs throughout the world.

First Toastmasters club established October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932.

A Toastmasters club is an organized group, meeting regularly, which provides its members a professionally-designed program to improve their abilities in communication and to develop leadership and executive potential. The club meetings are conducted by the members themselves in an atmosphere of friendliness and self-improvement. Members have the opportunity to deliver prepared speeches and impromptu talks, learn parliamentary procedure, conference and committee leadership and participation techniques, and then to be evaluated in detail by fellow Toastmasters.

Each club is a member of Toastmasters International. The club and its members receive literature, supplies, and continuing guidance from World Headquarters, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92711.



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# toastmaster

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 Phil Interlandi     **ILLUSTRATIONS**

# There's more to Toastmasters than you know!

What answer do you give when someone asks "What is Toastmasters?"

As I have traveled to the various districts this year, it has been my honor to represent Toastmasters in many facets of our society: business, industry, government, military, the press, radio, and television. Many of those with whom I have visited know much of Toastmasters and of the benefits it can offer. A few still profess ignorance of any part of the organization.

"What is Toastmasters?" has been asked of me many times. It's a great opener for a newspaper, television, or radio interview and has given me the opportunity to tell our story directly and indirectly to hundreds of thousands through the media. But there never seems to be enough time to tell the whole story . . . there's too much to it.

Consider this: Toastmasters is EDUCATION!

Through the study and use of our Communication and Leadership manuals, we experience the discipline needed to make effective prepared presentations. We practice impromptu speaking to develop confidence in ourselves and in our ability to communicate effectively in many situations. We learn in a "do-it-yourself" activity.

Education means many things to many people. To Toastmasters, it means better listening, better thinking, better speaking — development of the communicative skills of the individual. It means gaining knowledge of many things, while developing confidence in one's self through a mutual assistance program of speech and speech evaluation. But there's more to it than that.

Toastmasters is . . . FELLOWSHIP!

One of the greatest reasons for the success of the Toastmasters movement, aside from the educational benefits, has been its idea of people getting together in congenial fellowship to help each other. In this social atmosphere, more than a million peo-

ple have gained valuable experience, not only their communicative ability, but also in getting along with people.

If there is one thing about Toastmasters which should be told most effectively, this is it. With this sense and feeling of helping each other, the program would be just another formal course, with beginning and end. That feeling of friendly evaluation would be missing and we might never know what our fellow members think of our efforts. That's what we really need to know; they are the ones with whom we'll have to live and work for the rest of our lives.

After a few short months, we will have benefited from hearing others tell about themselves; but we will have also gained even more from their telling us how we might do our thing a little better. If we ever lose this sense of fellowship — this personal, friendly relationship we now enjoy — I fear the whole program will be lost. "We're in it together" and that's the only way to go.

Yet, we probably wouldn't even get involved in this education and fellowship if not for the fact that:

Toastmasters is . . . FUN!

We've known that for a long time. Call it pleasure, delight, happiness, or whatever you want. There must be that element of pleasant satisfaction in our Toastmasters clubs if we are to expect new people to join and members to stay. The demand for participation in any voluntary activity without that emotional incentive probably always been that way.

What is Toastmasters? Well, it's a lot of fun. EDUCATION, FELLOWSHIP, FUN.

If that's the way you see it when you go to a club meeting, you'll have no problem giving the answer when someone asks you "What is Toastmasters?" ■

# **Who Are Today's Toastmasters?**

To fully comprehend the total concept of the Toastmasters organization, a general understanding of the individual Toastmaster seems essential.

Could the typical Toastmaster best be described as a young man just starting his career, or a seasoned executive who, through his many years of experience, has developed an awareness of what the Toastmasters program is and what benefits it has to offer?

If the question had been asked five years ago, the answer would have been that the 1969 Toastmaster was a 39 year-old professional man who was also a college graduate.

In addition, the 1969 membership profile data determined that one in 20 members were younger than 25 years of age, 35% younger than 36, and 31% were more than 44 years of age.

The profile also indicated that 75% of the TI membership had more than a high school education, with about 40,000 Toastmasters classified as college graduates.

The occupations which made up the Toastmasters membership varied widely. One in three members were classified as professionals, about 24,000 were supervisors, managers, or business owners, and another 10,000 were salesmen.

But just as the world and its people have changed over the last five years, so has Toastmasters.

In a recent study based on data obtained from new member applications, the image of today's "typical" Toastmaster is now clearly defined, with a composite picture drawn from his age, educational level and occupation.

In addition to supplying an interesting description of the average member, the information gathered for the Toastmasters profile provides useful insight into the makeup of the organization's total membership.

Based on profile data collected describing members of existing clubs, over 50% of the membership is now under the age of 34. However, there is a tendency toward an increasing membership in the 35-44 age category.

The new profile also indicated that over 75% of the membership are high school graduates, with 50% of this group having also completed at least two years of college and 25% possessing college degrees.

Membership occupations were somewhat more specialized in this latest study. Over 50% of the members are either professionals, or involved in middle and upper management, with two significant groups involved in "people oriented" occupations (25%) and a small group in "production oriented" occupations (15%).

A similar study was also conducted on current charter members. Here, we find some surprising differences and comparisons.

In the age category, over 50% of the members in currently chartered clubs are between the ages of 45-54 years old. There is a trend toward an increasing number of members in the 25-44 age group. It can be assumed from the data collected in this study that Toastmasters training apparently does not especially appeal to the 24 years or less group, or to the over 55 group, each representing less than 6%.

The education and occupation factors remained the same, with a slight trend noted in the occupation category. A 15% increase was found in middle management in comparison to professionals.

In comparison with the 1969 membership profile of existing clubs, some significant characteristics were found.

No great change was found in the under 20, 20-

24, 45-54 and over 55 age groups. In the 25-34 and 35-44 age groups, there has been a downward shift in age of almost 100%. In 1969, the membership drew equally from both of these age groups and in 1974, twice as many members were drawn from the 25-34 age group than from the 35-44 age group.

It can be said, based on the available data, that members today are better educated in 1974 than in 1969. Whereas, in 1969, equal numbers of members completed high school and attended some college, in 1974, twice as many members attended college, with no significant change noted in the classes of occupations between 1969 and 1974.

This implies that Toastmasters clubs have primarily interested people in the 25-34 age group and secondarily, the 35-44 group, accounting for approximately two-thirds of the Toastmasters membership.

While members today received more formal education than in the past, this trend appears to be over, with the educational level of a high school graduate with some additional college training.

There appears to be no significant change in occupations of Toastmasters in consideration of current charter members, existing Toastmasters and Toastmasters five years ago. The majority is still drawn primarily from management and professional occupations and to a lesser degree, the production, clerical and sales occupations.

In understanding today's Toastmaster, it is also essential to understand the former members who have dropped out of the organization.

In a recently conducted Dropped Member Survey using 6,816 Toastmasters who dropped from the roster in November and December, 1973, it was found that 42% of these ex-Toastmasters (288) stayed in the organization 18 months or longer. Fifty-eight percent dropped their membership within 17 months of joining their club and 42% within 11 months of joining the club.

From this cursory example, it seems that the critical area is the period between six and twelve months. The next most critical area is that group that drops its membership between the 12th and 17th month, with the median length of membership between 12 and 17 months.

Members that drop out of the organization within five months might be accounted for by saying that the initial euphoria of membership has worn off, or that they were disillusioned after one or two meetings. However, if the person stayed in the club long enough to renew his membership and pay the capita fee at least once, why did he not continue to renew his membership until at least completing the Communication and Leadership program?

Additional study is planned to determine how clubs can extend their membership, thus providing additional insight into the basic characteristics of today and tomorrow's typical Toastmaster. ■

## **EXECUTIVE DIRECTOR**

**If you are interested in applying for the position of Executive Director of Toastmasters International, you should submit your resume to World Headquarters for forwarding to the executive search firm for consideration.**

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# PREPARE YOURSELF

## Expect the

# UNEXPECTED

by **Barney Kingston**  
**Club 371-30**

Generally speaking, your Toastmasters training will serve you well when you accept a speech assignment. If you've hit on a provocative title, an attention-arresting opening, included illustrative examples, have carefully organized your talk, and wound up with a stirring call to action, you're almost sure to get at least a 30-second salvo of applause... maybe even a standing ovation. But, as you bask in reflected glory, giving credit to your diligent planning, preparation and practice, as well as to your unbeatable Toastmasters training, there is one further thing you must do. You must be prepared and plan for the unexpected!

*Someone will drop a tray!* Based on a 15-year career of something like 38 talks before all kinds of groups, including a state convention, I can assure you one thing is sure to happen: someone will drop a tray of food or plates, cups, saucers and glasses—and depend on it, it will usually happen just as you are all set to come up with a punchline.

In cases of this kind, I've seen even experienced speakers go to pieces. The crowd laughs, attention is focused on the unfortunate person, the thread of

## Expect the UNEXPECTED

the talk is cut and you feel like you would be better off starting all over. But the speaker prepared for the unexpected will turn such a fiasco into applause by coming up with a smile and a quip ("I didn't expect my talk to be such a smash!"), and then go on as if the incident never happened.

*People will talk!* It doesn't make any difference whether you are giving a luncheon talk or are the main eventer for an after-dinner speech, one thing you're sure to hear besides your talk is competition from some inebriated lady or gentleman, usually in the first row or a nearby table.

You'll also be hearing from a couple of fellows, somewhere in the rear, who don't realize their "whisper" is coming through to you. You can't stop your talk and say, "Will you guys shut up!" Chances are, you'll have a good part of the audience with you; they came to hear you talk. But you'll also alienate a part of the audience who may be unaware of what is disturbing you. So all you'll do is divide the audience — for and against you — on a matter having nothing to do with your speech.

### Rehearsing the Unexpected

This is a problem for many speakers, but it does not have to be one with you, if you prepare for it. Here's how: The next time you speak, have some fellows talk during parts of your speech, have another fellow drop a spoon or a plate. The idea is to get used to such things before they have a chance to throw you. (If you are program chairman, you might place some stooges in the meeting, drop things, talk, ask for a cigarette etc. But don't announce what you plan to the speakers!)

*Your title will not be announced!* This happens often, particularly when a Toastmaster is well-oiled. He gets so wrapped up in his jokes that he forgets to introduce you properly.

He may forget your name, might introduce you by another name, and most often, forget to mention the title of your speech. You don't need to be worried about your name; you know it and everybody in the audience knows it. That's why they came to hear you talk; they consider you an authority on your subject. But it is vital to the success of your talk that your audience immediately know the title of your talk, particularly if you follow other speakers.

So on being introduced, after you have acknowledged the Toastmaster, the distinguished guests, and members of the organization, say something like: "Tonight, in speaking on the subject, 'Social

Security is a Fraud,' I realize there are people who came here who don't agree with me; all I ask is that you hear me out with an open mind — that you don't come to a conclusion at the mere mention of the title of my talk." Then go on into your prepared speech. You don't want to embarrass the Toastmaster for his gaffe by referring to him in any way he has already entertained the crowd and if you put him down, you might just as well go home before you say a word. Your audience will be turned off. But if you don't let the audience know the title of your talk immediately, they might never know what you're driving at; they won't have any reference point or idea what you're talking about.

*What happened to the audience?* I spent two months working on a 60-minute talk and when the big day arrived, I discovered I was ready, but the audience had disappeared! The talk had been scheduled for a Saturday evening, two months from the day I had accepted the assignment.

A Vietnam hero happened to come to town that week and a number of functions had been hastily scheduled to honor him. Unfortunately, nobody told me that the date of my "homecoming" had been changed to the following Saturday! So I made a needless 175 mile trip. Obviously, it's always wise to make a call a day or two before the event to make sure the time, place, and audience is the same.

*The sound system will go off!* Even before brownouts became commonplace, you could count on something going wrong with the public address system before or during the speech. Actually, this is not as great a calamity as it seems.

### The PA System

Most PA systems leave much to be desired; they often distort your voice and the loudspeakers are placed in the most accessible spots in the room or hall, not necessarily the best spots for the audience to hear you. If the system fails before you talk, just forget it; step up to an imaginary "mike" and do your stuff. Speak in a conversational tone of voice and don't try to supply your own power for long distance hearing; you can't do it. If the audience is quiet and the acoustics are reasonably good, you will have no trouble in being heard.

If the PA system goes off during your talk, you will have to make an adjustment from a conversational style of speaking to a more deliberate articulation at a slower pace; keep it up for a couple of minutes since the audience, not you, has the problem of adjusting their hearing. Once you see the audience

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...earing you in a normal fashion, switch back to  
...your regular conversational pace.

If you are speaking in a large room of, say, 300  
...500 people, you'll have to open your mouth wide  
...as you speak if you want to be heard; but frankly,  
...unless you have a booming voice, the best thing to  
...do if you have a major address to deliver before a  
...large audience, and the PA system conks out, is to  
...pull out your banjo or ukelele and entertain the  
...crowd. Your voice will be lost to two-thirds of the  
...audience.

I know a famous speaker who always brings a  
...portable sound system with him in case of emer-  
...gencies; but he gets \$2,500 each time he says "Mr.  
...Chairman." He can afford it.

### Amateur or Professional?

*You're no amateur!* There is no such thing as a  
...National Association of Amateur Speakers. There  
...are no rules that say when a speaker is an amateur  
...or a professional; when he should or should not get  
...paid.

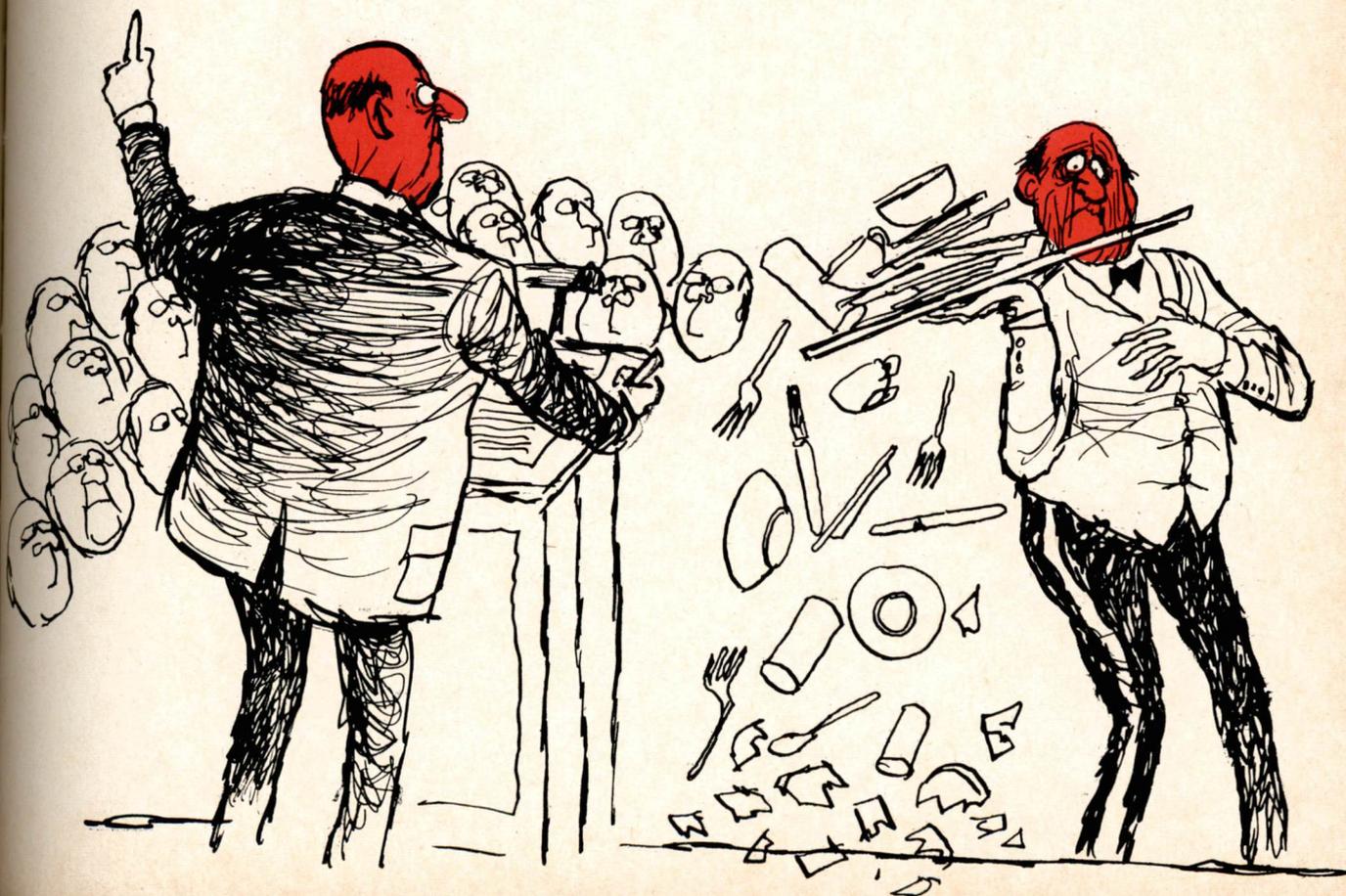
When you're speaking at Toastmasters clubs, you  
...are undergoing training; but any time you step up  
...to the lectern outside the club, remember, you are  
...a pro! And that means you're entitled to m-o-n-e-y

—either for expenses, if you incur them, or a pre-  
...arranged fee, if your talk is worth it.

I remember, some years ago, when a program  
...chairman for a big appliance company in the mid-  
...west invited me to deliver a 60-minute talk at their  
...convention on the subject "Your Future Is What  
...You Make It."

My host knew that I was a Toastmaster and,  
...after I had accepted the job, he said, "This will be  
...great training for you, and we'll throw in money  
...for your expenses." When I told him I'd be de-  
...lighted to speak to his group for \$150.00 plus ex-  
...penses, he looked at me like I had just robbed the  
...church poor box.

I explained to him it would take a couple of weeks  
...just to do the research required; that to give a 60-  
...minute talk required at least two month's prepara-  
...tion; and that what I was asking was quite reason-  
...able. He said he thought that Toastmasters were  
...amateur speakers and therefore were not supposed  
...to get paid for their services. I explained to him  
...that I was not speaking as a member of Toast-  
...masters International; that he was inviting me to  
...speak because he had heard me perform before a  
...large cookware convention and knew what I could  
...do. I told him I'd be glad to speak on the advantages



# Expect the UNEXPECTED

of Toastmasters training before his group — any length he wanted — and not even for expenses!

*Check your notes before you leave home!* There are some gifted speakers who can speak for an hour without looking at a single note; unfortunately, I am not one of them. Most of us ordinary folks have to use notes. I work best from 3 by 5-inch cards, on which I have typed out the subjects, quotes or important points I wish to stress.

When I was just starting my Toastmasters training, I had the gall to accept an invitation to speak before a local Lion's club on the subject, "Seven Easy Ways to Outwit Your Wife."

The talk was planned to run around 45 minutes. I had organized the talk so that I would speak about three minutes from each card. Each card was numbered one to fifteen. Guess what happened? Right! Somewhere along the line I had misplaced cards nine, ten and eleven. I never bothered to check either the sequence or the number of cards in my pocket.

The speech went along in great fashion and it came time to speak from card nine, but all I saw were cards 12, 13, 14, and 15. What did I do? I simply ad-libbed the missing parts and ended the talk about ten minutes earlier than I had planned. Nobody was the wiser; it was a free talk, but I learned a lesson. Before you leave home to deliver a talk, make sure you have your notes on hand!

## Memorizing and Reading

Some speakers memorize all their talks and frankly, at least those I've heard, they sound like it. They have poor eye contact, inadequate gestures and are always worried about forgetting something . . . and it shows on their faces. The easiest thing to do is to read from a completely written talk; but unless you've practiced it many times, you'll lose rapport with the audience. If you like to work this way for reasons of confidence, underline the opening sentence from each paragraph and try to improvise the rest. You'll be far more effective.

*Watch what you eat and drink!* If you have been hired to give anything from a 30 to 60-minute or more talk, it is wise to pay attention to what you eat and drink. I avoid all salads because I've found that the dressing tends to sour in my stomach.

Some speakers fortify themselves with two or three martinis before speaking. If I did that, I'd be drunk or fall sound asleep somewhere in the middle of the speech; so I do not drink before a talk.

If you eat everything in sight, you'll be loggy;

you'll lose your spontaneity, your zip and movement. A full stomach is sure to bring on a speaker and a dead audience.

*Don't forget your host!* Some speakers get keyed up that, as soon as they are introduced, they go right into their talk. This is a sure way to irritate the feelings of the program committee, the Toastmaster, and the distinguished guests present.

When I had the privilege of addressing the Congress of Inventors at Grand Forks, North Dakota, I made sure to acknowledge the fine people who headed the organization, to recognize the Toastmaster's handsome introduction, to say something about the worthy purpose of the organization, to pay homage to the distinguished guests who were present. It only took a few minutes from a 60-minute talk, but it established an immediate rapport with the audience.

## Alive and Well!

*Be sure of your facts!* I once gave a talk at a vacuum cleaner company in Toledo and included a famous man as an authority for a point I wished to make; unfortunately, I had assumed that he was dead. It turned out that the man I was talking about was very much alive and lived not far from the ballroom where I was speaking! I wonder why this particular statement drew a lot of laughter. I didn't realize the audience was laughing at me, not with me, because I had committed the undeniable sin of stating a fact that was not true.

I once heard a well-known speaker say, "General MacArthur will always be the hero of Corregidor and the Battle of the Bulge that decided the high tide of World War II." I immediately lost confidence in the speaker because I knew, and I'm sure most of the audience knew, that General MacArthur did not participate in the Battle of the Bulge. So, unless you are absolutely sure of your facts, it is best to omit them in your speech.

To sum it up, if you want to be a professional speaker, in the true sense of the word — and not just talking about performance and not money — you must pay you to be prepared for the unexpected!

Barney Kingston, ATM, is a member of Speakeasy Forum Club 371-30 in Chicago and is merchandise director for *Salesman's Opportunity* magazine. He is a frequent contributor to *The Toastmaster*.

(This form is not to be used by International Officers, Directors, Past International Presidents, or District Governors elected for 1974-75.)

Registration will be required at all general sessions on Wednesday, Thursday, and Friday. Pre-register and order meal-event tickets now! ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY. Advance registrants will receive a claim ticket for a packet of Toastmasters materials.

Please have my advance convention registration packet and tickets to the following meal events waiting for me at the Advance Registration desk.

_____ Member Registrations @ \$8.00 .....	\$ _____
_____ Ladies Registrations @ \$2.00 .....	\$ _____
_____ Youth Registrations (9 years and older) @ \$1.00 .....	\$ _____
_____ Tickets District Governors' Luncheon @ \$5.50 (Wednesday, noon, August 14) .....	\$ _____
_____ Tickets "Roaring Twenties" Party @ \$11.00 each (Thursday: Dinner, Dancing and Entertainment) .....	\$ _____
_____ Tickets President's Dinner Dance @ \$12.50 (Friday: Dinner, Dancing and Program) .....	\$ _____
_____ Tickets Hall of Fame Breakfast and International Speech Contest @ \$5.50 .....	\$ _____
TOTAL \$ _____	

Check enclosed for \$ \_\_\_\_\_ (U.S.) payable to Toastmasters International.  
All advance registrations must reach World Headquarters by August 2.

(Cancellation reimbursement requests not accepted after Aug. 2)

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CLUB NO. \_\_\_\_\_ DISTRICT NO. \_\_\_\_\_

NAME \_\_\_\_\_

WIFE'S FIRST NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP \_\_\_\_\_

NO. CHILDREN ATTENDING (Elementary School Age) \_\_\_\_\_

(Jr. High School Age) \_\_\_\_\_ (Senior High Age) \_\_\_\_\_

If you are an **incoming** district officer (**other than district governor**) please indicate office \_\_\_\_\_

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Please reserve _____	single standard room(s)	at \$22.00
Please reserve _____	single standard room(s)	at \$26.00
Please reserve _____	single deluxe room(s)	at \$30.00
Please reserve _____	single deluxe room(s)	at \$33.00
Please reserve _____	double twin bed standard room(s)	at \$26.00
Please reserve _____	double twin bed standard room(s)	at \$32.00
Please reserve _____	double bed deluxe room(s)	at \$33.00
Please reserve _____	double bed deluxe room(s)	at \$38.00
Please reserve _____	triple or quad standard room(s)	at \$32.00
Please reserve _____	triple or quad deluxe room(s)	at \$38.00

All rates European Plan (no meals included).  
One and two bedroom suites available.

For additional information, please write the hotel reservations manager.

I will arrive approximately \_\_\_\_\_ a.m. \_\_\_\_\_ p.m. on August \_\_\_\_\_, 1974. (Rooms will be held until 6:00 p.m. on the date of arrival unless deposit is forwarded.)

I will depart on August \_\_\_\_\_, 1974.

I am sharing the room with \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_

COUNTRY \_\_\_\_\_ ZIP CODE \_\_\_\_\_

To be assured accommodations at the Disneyland Hotel this form must be received at the hotel by July 23, 1974.

**Toastmasters International**

**43rd Annual Convention**

**August 14-17, 1974**

**Anaheim, Calif.**

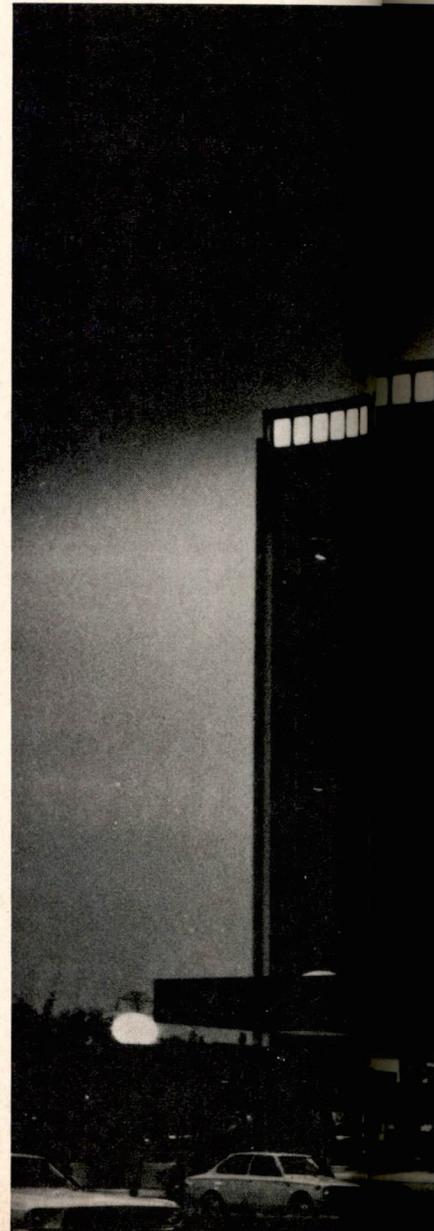
**To Hotel**

**You're invited to  
attend the  
Anniversary Convention  
at Disneyland!  
August 14-17**

During your stay at the convention, you will enjoy the spacious and luxurious rooms available at the Disneyland Hotel, with free parking available for all guests.

When not attending a convention program, bask in the famous Southern California sunshine, enjoy the olympic-size swimming pool or arrange sightseeing tours to some of the many nearby tourist attractions with the help of Gray Line Sightseeing, located in the hotel.

The hotel is just across the street from Disneyland, perhaps the greatest tourist attraction in the



world. Explore Adventureland, pioneer Frontierland, see dreams come true in Fantasyland, preview the future in Tomorrowland, shop in New Orleans Square and take a leisurely walk down famous Main Street.

Since the Park's July, 1955 opening, more than 117 million people have passed through its gates, taking with them the wonderment and magic that is Disneyland. Don't miss this golden opportunity to visit this great attraction while also attending Toastmasters 50th Anniversary Convention. ■



# Convention Proposals

## RE-EXAMINED

Delegates to the Toastmasters International convention this summer will vote on two proposals that are vital to the future of the organization. These are: 1) an increase in membership dues that would be effective October 1, 1974; and, 2) a plan to reorganize the Board of Directors that would result eventually in a Board membership of eight Toastmasters with an Executive Committee of three.

Both of these proposals were reviewed in some detail in the February issue of *The Toastmaster*. They were approved by the Board of Directors at the November, 1973, meeting.

In May, formal resolutions — as they will be voted upon — will be mailed to all club presidents. Following is a summary of the two proposals that outlines the Board's basis for bringing both before the convention:

### Dues Increase

The proposed dues increase will amount to fifty cents per member per month — \$3 per semiannual reporting period for a total of \$6 per year. It will be the first time since 1968 that the membership has been asked to approve additional per capita dues.

Primarily, the increased revenue will be used to off-set the spiraling inflation experienced by Toastmasters and all other organizations and businesses in recent years. In the United States, the cost of living rose by 37.4% during the last five years, including 13.1% during 1973 alone. Cost of living is the total cost of goods, supplies and services at all levels.

The increase will enable TI to continue operating at the same level of service to the members and clubs (see box). Additionally, it will provide revenue for educational programs for the membership that will supplement the Communication and Leadership Program. These are projected in the Long-Range Plan for implementation over the next

five years. They include an individual leadership development program, conference leadership, international development, and club-area-district officer training and assistance through a staff representative.

Continually rising costs in current programs and activities also dictate the increase. With the present operating costs, services, and programs at their present level, and with a continual cost control program in effect, the budget for the next TI fiscal year would be several thousands of dollars over projected income. Without additional revenue, many programs and services would have to be curtailed severely. Projections for the next five years on the cost of living and conducting business indicate even more spiraling inflation. In essence, the dues increase is essential simply conducting the business of the organization.

The Board of Directors, in asking for this increase, has concluded that there would not have to be an additional increase over the next five years unless inflation goes higher than anticipated.

The districts will receive a pro rata share of \$1.50 per member per year from TI funds to help meet their increased cost of operation. Your Board made this change from the original plan outlined in the February *Toastmaster*, which district funds would have hinged on goals and accomplishments.

### Staff Representative

The Board adopted plan included the concept of a traveling World Headquarters staff representative to fill a need which exists within the Toastmasters organization. The administration of the district is based on volunteer time which, in most instances, is available after the work day on the weekend. There is much in the way of development that could be accomplished by a staff representative during the work day with many organizations and in many countries.

unities. There is an increasing desire of many organizations to experience the benefits of the Toastmasters Communication and Leadership Program, and the staff representative could help the districts to develop these opportunities for adding clubs and members. The concept of a staff representative is not to obtain members or to organize clubs, but to find sources of these and to report this information to the district organization for action and follow-up.

The staff representative would not be involved in the administration or management of the district. These would still be the responsibility of the elected and appointed district officers. The concept of the staff representative is that of an aide to the district, providing the following: 1) Assist with training officers of new clubs. 2) Assist with district training programs. 3) Expansion of TI into new markets. 4) Community relations including followup of visits by TI officers and directors. 5) Counsel and assist district officers in the formation of plans, application of resources, and formulating corrective actions to achieve corporate goals.

The Board urges clubs to support this proposed increase in order that the total programs of TI for the members and clubs benefit would not have to be curtailed.

### Board Reorganization

The proposed reduction in the size of the Board would provide more efficient management for Toastmasters International and enable the full Board to consider all policies as a "committee of the whole" rather than the present arrangement wherein the Board is divided into several committees.

This reorganization of the Board of Directors would

result in a reduction from sixteen to eight directors in 1976-77. The Executive Committee would be reduced in size from five to three officers.

Nominations for the Director positions would not be changed. One, or no more than two candidates would be nominated at each of the eight international regional conferences and all nominees would compete against each other at the convention. The net result would be a total Board of eleven members with eight elected directors. Election procedures would be changed nominally to provide for the four receiving the largest number of votes to be elected each year at the convention without regard to geographical location.

After approval at the convention, the plan will be implemented over the next two years.

### Planned Transition

In 1975, four directors would be elected for two-year terms to replace the eight directors whose terms expire that year. The next year, four additional directors would be elected, replacing another eight directors whose two-year terms would have ended; thus, for the 1976-77 Toastmasters year, the Board would consist of eight members.

Officers' terms and elections would be adjusted during the same years with a president, president-elect and second vice-president being elected in 1975. In 1976, candidates for president-elect would be nominated and voted upon.

Clubs and districts are invited to write to World Headquarters if they need additional information on these two proposals. Both will be explained fully and question and answer sessions on them will be conducted at the regional conferences in June and at the convention prior to the voting. ■

## Membership Benefits

- Affiliation with an international educational association. Current ideas and techniques in communication and leadership are constantly explored and, wherever appropriate, utilized in the Toastmasters total educational program that is made available to every member.
- Professionally prepared materials and program resources concerning listening, speaking, audio-visual techniques, discussion, parliamentary procedures, and meeting-conference staging. All of these are available to the member as an adjunct to his communication and leadership program materials at a nominal cost — far less than he could obtain such educational opportunities from any other source.
- Club management and programming materials that serve both to train club leaders and to improve the excellence of educational programming for the benefit of members.
- Personal and occupational recognition through publicity and awards provided by TI to the individual, his employer, and the total membership.
- Regular self-enrichment and club program "How Tos" through the magazine, TIPS, and specially developed club and district programs.
- Club and membership promotional materials at little or no cost to the club or member.

# Another Parade of "HOW TO" Ideas



*Community involvement has become an important part of the Toastmasters 50th Anniversary celebration.*

*Members and clubs around the world have become valuable assets to their particular communities, offering what they have learned in Toastmasters.*

*As part of their community involvement activities, Heartland Toastmasters Club 812-5, El Cajon, California, has supplied announcers for the annual Mother Goose Parade in their city. Past District 5 Governor Guy Shackley, ATM, gives the details.*

Toastmasters have been announcing the Mother Goose Parade for at least 12 years. This year, we needed 35 Toastmasters to fill the booths located along the two mile parade route. To choose these Toastmasters, we began holding "Mike Nights" two months before

the parade date. During these meetings, Toastmasters were given live microphone tryouts, using the script from the previous year's parade. Those people who had the better microphone voices were selected for the announcing job, with the second choices being asked to serve as spotters along the parade route.

As coordinator, I was responsible for mike nights, station manning, and last minute checks for material and equipment at the stations.

The printed scripts used by announcers averaged 30 pages in length, on legal size paper. The announcers were allowed to count their activity as a manual speech if arrangements had been made for Toastmasters to evaluate them at their stations.

Altogether, the Toastmasters of El Cajon have an enjoyable and educational time every year in community service, announcing the Mother Goose Parade! □

## Speechcraft

*Triple S Toastmasters Club 474-10, Dover, Ohio, included community involvement with membership building as they combined the club's Speechcraft program and regular club meeting on a local television station. Francis Morgan, Educational Vice-President, tells what happened.*

Triple S Club 474-10, Dover, Ohio, kept its Speechcraft class all five graduates joined the Toastmasters club following the club's first attempt at Speechcraft.

Special bulletins were sent out to all club Toastmasters and enthusiasm was high. Next, we use newspaper, radio and television



get the message across. The date was set for the classes to start and, although many were interested in the particulars, five eventually did enroll.

As one Speechcrafter said, "It took me six weeks to really become enthused." The five joined the club after the sixth lesson. Graduation exercises were held upon completion of the eight week course and the five were initiated into the Toastmasters club.

Club officials had made arrangements to appear on a local television program at the conclusion of the Speechcraft course.

In preparation for the program, the club had begun early to "tighten up" its meetings and enforce strict time limits while eliminating "rag bag" conversation. Because of these club excellence standards, no rehearsals were necessary for the TV program.

The sgt.-at-arms arrived at the station fifteen minutes before air time and set up the Toastmasters

lectern, and arranged seating and other material needed for airing. The time schedule allotted was scripted beforehand and each member participating had a copy of the script. The television program director and the Toastmasters worked in harmony throughout the program.

Officers and members had identification badges of the club displayed on their suits. The sgt.-at-arms had all members stand and then introduced the president. The president called for the Pledge of Allegiance followed by the invocation. One rap of the gavel seated the members. Guests were present to add enthusiasm for the club members, and included the wives of Toastmasters and invited guests.

The president gave a brief history of Toastmasters International and the "Forward From Fifty" planning, and then introduced the Toastmaster for the meeting, explaining why he is selected. The

educational program followed:

The Toastmaster introduced the evaluators, grammarian, timer, ah recorder, general evaluator, and the "Thought for Day" by a member of the club. (The business meeting, word master, and Table Topics had to be deleted per time schedule). Each person went to the lectern to explain the duties he was to perform and later they gave full reports from the lectern.

Speakers were introduced and the transitions by the Toastmaster for the program were smooth. The final speaker was one of the Speechcrafters, who developed his talk around the eight week Speechcraft course.

The president adjourned the meeting after commenting on the "Forward From Fifty" planning and local club activities.

The entire program was very successful and the television program director ran the video tape of the meeting twice in one week; he also invited the club back. □

## College Credit

*Some community and private colleges recognize the Toastmasters Communication and Leadership program and will give college credit for its completion, providing other college requirements are met.*

*Since these other requirements vary from community to community, Toastmasters interested must personally inquire at the colleges of their choice.*

*This offers an excellent oppor-*

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*Hanging Rock Toastmasters Club 18-11, Madison, Indiana, also helped their community and were included in a newspaper article. Administrative Vice President Michael Goldman tells the story.*

On February 28, ten members of the Hanging Rock Toastmasters Club 18-11 added a new twist to the Madison Jaycee annual Distinguished Service Award Banquet by providing speakers for their entire program. The D.S.A., as it is called by the Jaycees, is the highest award a local Jaycee chapter can give to a young man of the community who has made outstanding achievements and contributions to that community and its citizens.

Response to the banquet's program ranged from "fantastic" to "very moving." Gary Guarino, President of the Madison Jaycees, said, "It was a comforting feeling

*tunity for clubs to become an active part of their community. The following is an example of that involvement.*

Camarillo Toastmasters Club 917-33, Camarillo, California has arranged college credit for club members and were publicized in a large newspaper article. The article, "Poise, communication skills, fun, college credit—all at 6:55 a.m.," appeared in the Camarillo *Daily News*, and explained how club members can receive course credit from Moorpark College for their Toastmasters involvement. The story went on to invite city residents to "see club members in action as part of the 50th Anniversary celebration" of Toastmasters this year. The remainder of the newspaper article gave a detailed description of the club meeting and information on how guests could visit and join the club. Congratulations for a fine program and excellent publicity in the Camarillo area! □

## A New Twist

to know that the Jaycees could relax with the audience and not have to worry about an inexperienced speaker ruining the entire program. I was pleased, very pleased indeed, with Hanging Rock's job."

This marks the first occasion these clubs have cooperated to this extent; it won't be the last. □

## Speakers Bureau

*Many clubs have found opportunities to serve their communities through a club Speakers Bureau. Such a bureau gives members experience in speaking before new audiences and it creates good relations between the club and community. (Full details are given in the TI booklet "A Toastmasters Speakers Bureau," No. 127).*

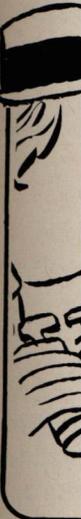
*Robert Page, president of Brunswick Toastmasters 1411-1 Brunswick, Georgia, tells of his club's efforts to create a speakers bureau, in a letter to service clubs and other organizations in the area.*

Dear Club President:

This letter is primarily for you, program chairman, but will serve to inform you of a new service now available to your club.

The year 1974 is a special year for Brunswick Toastmasters. It marks the fiftieth anniversary of Toastmasters International and the twentieth anniversary of the founding of the Brunswick Toastmasters Club. As a part of our observance of these two anniversaries, the local club has established a Speakers Bureau. The bureau is composed of members of the Brunswick Toastmasters who are considered proficient speakers; some will even have speeches on file that they can give on comparatively short notice. These speakers are available for use by civic organizations in the community. In establishing this service, we

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believe that we will be providing a useful service to the community and simultaneously offering the opportunity to our members to further the development of their ability as speakers—a primary purpose of the club.

All speakers will be advanced far beyond the novice steps and in most cases will be at least a semi-specialist in their subject areas. Speeches will run for twenty to thirty minutes and are designed to be educational, entertaining or, hopefully, a combination of both. To ensure high quality, all speeches, prior to being presented

to any other organization, will have been given at least once before the Brunswick Toastmasters Club for evaluation and final approval.

These speeches are available to you to be made a part of your regularly-planned program; or, in the event of a sudden change in circumstances where you find yourself without a speaker, we will attempt to provide a substitute. There will be no embarrassment in this latter case; the Toastmaster will know that he is second choice. Or, if you have the need for a speech designed for a special occa-

sion or day (Valentine's, St. Patrick's), we will attempt to have a suitable speech prepared. This last, naturally, will require more advance notice than the first two situations.

The only requirement on your part is to call either of the following individuals and we will make every effort to provide you with a suitable speaker—and at no cost. (This was followed by names, telephone numbers, and a list of seven speeches and short summaries).

*Why doesn't your club give a Speakers Bureau a try? ■*

Words are the tools of thought. You cannot have one without the other. And, of course, the proper words to express your thoughts are of such importance as to control your destiny and the future of your company.

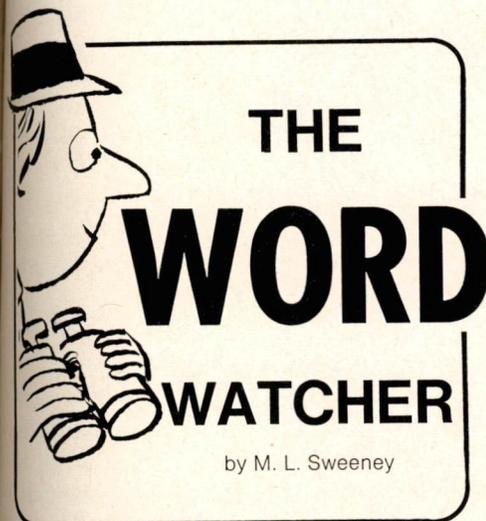
The many articles we read about improved communications are not composed of idle words. There is no lack of desire to communicate. There is merely an inadequacy in our methods, caused solely by the writer's or speaker's lack of ability. A speaker may have a vivid picture of that which he would convey to others, but fail to communicate that picture because he lacks the power of expression.

There are well over 150,000 words in the English language, but the sad fact is that most of us go through life using only 3,000. Imagine an engineer using only 1/50 of the facilities and tools available to him. Or contemplate what would happen to our way of life if our farmers did not make full use of modern farm implements. We progress and seem to utilize all the conveniences available to us, with one exception: words. Few of us are able to say what we want to say with confidence, precision, clarity, and beauty because we have failed to mature in our knowledge of the English language.

In an Eastern college, 100 men studying business administration were given a vocabulary and grammar test. Five years later, it was discovered that those who had scored in the highest 10% were all executives, whereas those in the lowest 25% had failed to achieve even one executive position.

It has been proven conclusively that when we make a mistake in grammar, or in the use of words, our listeners cease listening to what we are saying and contemplate how we are saying it. One mistake in English can ruin an otherwise well-planned and technically correct presentation.

In future issues of *The Toastmaster*, the objective of the writer of this column will be to point out to our members common and glaring errors in grammar, diction, and the choice of words. The aim will be not only to focus upon the errors, but to define what is correct or preferred and the reasons for it.





## “A Woman In My Club?”

### WHY NOT!

*Ever since the club membership option was accepted at the Houston convention, women have become an important part of the Toastmasters program. In the following article, Jan Boesing tells what Toastmasters has meant to her and what it can mean to other women like her.*

“I don't want any women in our club. All they do is yak about babies and needlepoint!”

You may get the impression that this is a typical reaction, or perhaps you are among the few who think it an atypical observance. The reaction I have received has been quite different. Just as statements, such as the above, are not stereotyped among all clubs, neither are the women who have been introduced to membership in Toastmasters.

True, some women limit their scope of interests to subjects which seem of little relevance to Toastmasters goals. However, other females have a much broader spectrum of interests. Our particular club re-

cently had a debate with another club. I was a speaker on the debate team. Our subject: Whether or not to grant unconditional amnesty to draft evaders during the Vietnam conflict. We won.

Along the same lines, women who are well-informed will have the ability to stand before a group and successfully speak on everything from religion to corrugated steel pipe.

Women are becoming involved in diversified fields of endeavor, which require communicative skills: sales, administration, government, etc. These are not what have been traditionally called “female jobs.” They are “people jobs.”

While women have often been limited to belonging to the P.T.A. and other charitable organizations, we are now emerging into the everyday flow of activities, and more is being expected of us. This is where Toastmasters has been of immeasurable help to me.

Not only have I been accepted in my club, but in area and division activities as well. This has aided my self-confidence, which, in turn, has aided me in my work. I have, since joining Toastmasters, been called upon frequently by my employer to handle far more demanding and diversified jobs than ever before. Women, along with men, are in need of opportunities for personal and occupational recognition based on improved abilities and expanded experience.

People, in general, are interested in achieving many of the same goals. Without separating the human

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**The greatest contribution I can offer is that women are ripe for an integrated learning process such as the program Toastmasters offers. I have enjoyed the satisfaction of helping others improve their communication and leadership skills, while improving my own.**

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race into two groups, male and female, Toastmasters provides unified goals for all people. The purpose of Toastmasters is better listening, thinking and speaking. Giving those objectives priority, it appears much more important to be people, not genders.

Men may be disconcerted by the radical aspects of the Women's Liberation Movement. So am I. Many picture a mass of muscular, power-minded women joining their club to prove how equal, or perhaps superior, they are. Not so. Toastmasters requires a certain tone of humility. If a person joins Toastmasters in good faith, that person will be required to stand naked, so to speak, stripped of all pretense, and speak before other people. In addition, truthful and constructive evaluations are useless self-improvement efforts to someone who is not willing to learn.

One of the most important aspects of the Toastmasters program is acceptance, and more important, feeling accepted. If you are at all like me, you feel an immediate inadequacy and nervousness in a group of

people. First of all, I have discovered through my contacts with other Toastmasters clubs that virtually all members are open-minded, well-meaning people.

Secondly, I should be able to tell you a great deal about being accepted or not being accepted... because I am a woman. Toastmasters has traditionally been an all-male activity, and only recently was that favorable vote cast to allow women in Toastmasters. Therefore, it was with much apprehension that I became involved in other clubs and in the division activities. I must say, I am completely delighted with the enthusiastic and open acceptance shown to me, and to all newcomers, by Toastmasters.

Of course, there have been a few occasions when I felt the traditional pressure of this once all-male activity. Serving as Division Secretary, I recently attended my first combined district division meeting. I was the only woman present in the awesome group of approximately forty men. The problem presented by my presence was obvious when the men rose to address the group. We heard everything from "Lady and Gentlemen" and "Fellow Toastmasters and Lady in the back of the room" to "Fellow Toastmasters... Oh, and Jan." But being a fellow Toastmaster is much easier for everyone, instead of being addressed as a Toastmistress, Toastms., or Toastperson. My sensitivity to being called a Toastmaster is nil... it is a compliment.

The greatest contribution I can offer is that women are ripe for an integrated learning process such as the program Toastmasters offers. I have enjoyed the satisfaction of helping others improve their communication and leadership skills, while improving my own. We are all motivated to better ourselves, and we are all basically intelligent, observant, and challenged human beings.

I like being a woman. I like being a Toastmaster. And what's more, I think Toastmasters likes me. ■

Jan Boesing is a member of the Orange County Road Department Club 2400-F and is an executive secretary and a supervisor in the County of Orange Road Department in Santa Ana.

# hall of fame

## DISTINGUISHED TOASTMASTER (DTM)

Toastmasters International highest member recognition, the Distinguished Toastmaster award, has been presented to the following:

### **William R. Armstrong**

Diamond Club 2486-10

### **Cleon C. Babcock**

Capital Club 1412-19

### **Sid Marcus**

Rockland Club 2652-46

### **Andy A. Mazzucco**

Legion Rostrum Club 374-6

### **Eric Stuhmueller**

Centennial Club 313-64

## ABLE TOASTMASTER (ATM)

Congratulations to these Toastmasters who have received the Able Toastmaster certificate of achievement.

### **William C. Arnold**

Forest City Club 2729-60

### **Freeman Barber**

Pershing Point Club 2662-14

### **Richard D. Barnes**

Professional Mens Club 624-5

### **Forrest N. Barr**

Ocotillo Club 68-3

### **Donald J. Biondo**

NCEL Club 1192-33

### **Lee V. Burcky**

Tele Talk Club 3016-3

### **William Henry Campbell**

Revelliers Club 1796-24

### **A. C. Carlson**

Sunrisers Club 2140-6

### **K. Clare Charlton**

Barrie Club 1603-60

### **Barry Malcolm Clark**

Nanaimo Club 738-21

### **Richard H. Dively**

Summit Club 190-10

### **Gary A. Dudgeon**

We Bell O Club 2246-40

### **John B. Duff**

Bellringers Club 3134-22

### **Wallace G. Ellsworth**

Bellringers Club 3134-22

### **Dale L. Fisher**

King Boreas Club 208-6

### **Ronald G. Fraase**

Top O' The Morning Club 3786-20

### **Douglas Funderburk**

Clubways Club 3048-F

### **Henry J. Galus**

Aloha Club 601-49

### **Edwin W. Guernsey**

Miracle Mile Club 2283-47

### **Ernest W. Gunther**

Reedley Club 93-33

### **Clarence A. P. Hamersen**

Missilemasters Club 3114-36

### **David B. Harmon**

Roundup Club 1839-3

### **Arthur William Hofner**

Newport Beach Club 1300-F

### **Rudolph R. Kostelny**

Strowger Club 3848-30

### **Lionel Law**

Palolo Club 1780-49

### **Mike Marusich**

Roundup Club 1839-3

### **Harlan E. Murray, Jr.**

OCSC Officers Club 1740-40

### **Owen L. Nelson**

King Boreas Club 208-6

### **Milo George Ostermann**

King Boreas Club 208-6

### **Les Pandak**

Tillicum Club 3435-21

### **H. W. Peterson**

Oakland 88 Club 88-57

### **Robert L. Peterson**

King Boreas Club 208-6

### **David Harold Phillips**

NRL Forum Club 3614-36

### **Craige R. Purdy**

Victory Club 221-6

### **Hans Ripple**

Superstition Club 73-3

### **LeRoy F. Schellhardt**

Westfield Club 3187-46

### **Neil P. Smith**

Motor City Speak Easy Club 1660-28

### **Robert Travis Smith**

King Boreas Club 208-6

### **Salvatore L. Stagnitto**

TGIF Management Club 3328-4

### **Charles D. Starrett**

Eye-Opener Club 1675-33

### **Dale Stice**

Permian Club 1509-44

### **George W. Swanay**

Procurement Club 3344-14

### **Manfred Szameit**

Yawn Patrol Club 1187-41

### **V. E. Tackett, Jr.**

Osage Club 1585-16

### **John B. Tschirhart**

Lonestar Club 1286-25

### **William F. Turner**

Richfield Legion 232-6

### **George Lee Waas**

Early Bird Club 3651-47

### **LeRoy E. Washington**

Gen Sirs Club 2343-22

### **H. F. Weaver**

Permian Club 1509-44

### **W. Bruce Wright**

Queen City Club 1420-37

# anniversaries

## 40 YEARS

**Quakertown Club 19-F**  
Whittier, California

## 30 YEARS

**Progressive Club 264-16**  
Tulsa, Oklahoma

## 25 YEARS

**Commodore Club 654-8**  
Decatur, Illinois

**YMCA Club 719-15**  
Salt Lake City, Utah

**Bismarck Club 717-20**  
Bismarck, North Dakota

**Shreveport Club 718-25**  
Shreveport, Louisiana

**Dearborn Dynamic Club 726-28**  
Dearborn, Michigan

**Port Angeles Club 25-32**  
Port Angeles, Washington

**Reading Club 714-38**  
Reading, Pennsylvania

**Community Club 39-40**  
Lawrenceburg, Indiana

**Petaluma Club 732-57**  
Petaluma, California

## 20 YEARS

**San Berdo. County  
Employees Club 1166-F**  
San Bernardino, California

**Pinnacle Club 1504-11**  
Mt. Vernon, Indiana

**Lake Greenwood Club 1521-11**  
Crane, Indiana

**Red Oak Club 1462-19**  
Red Oak, Iowa

**Jaycee Club 1529-19**  
Cedar Rapids, Iowa

**Bendix Kansas City Club 1493-22**  
Kansas City, Missouri

**Metro-Speakers Club 1470-25**  
Dallas, Texas

**Mt. Prospect Club 1500-30**  
Mt. Prospect, Illinois

**United Air Lines Club 1513-30**  
Chicago, Illinois

**Metropolitan Club 1570-52**  
Los Angeles, California

**Tri-City Club 1579-57**  
Livermore, California

**Spartanburg Club 1453-58**  
Spartanburg, South Carolina

**Broadview Club 1569-60**  
Toronto, Ontario, Canada

**Nashville Club 1565-63**  
Nashville, Tennessee

**Fulton Club 1515-65**  
Fulton, New York

**Saclant Staff Club 1545-66**  
Norfolk, Virginia

## 15 YEARS

**Town & Country Club 2102-6**  
White Bear Lake, Minnesota

**Sunshine Speakers Club 2968-10**  
Euclid, Ohio

**St. Joseph Club 1439-22**  
St. Joseph, Missouri

**Daybreakers Club 2899-25**  
Dallas, Texas

**Northeastern Club 2946-37**  
Winston-Salem, North Carolina

**Rancocas Valley Club 2933-38**  
Mt. Holly, New Jersey

**Piqua Evening Club 2671-40**  
Piqua, Ohio

**Chinook Club 1448-42**  
Calgary, Alta., Canada

**Portsmouth Club 1094-45**  
Portsmouth, New Hampshire

## **Moncton Club 2113-45**

Moncton, New Brunswick, Canada

**Southwestern Club 2995-56**  
Houston, Texas

**Monday Mumlbers Club 2976-63**  
Chattanooga, Tennessee

**Vital Words Club 2375-64**  
Winnipeg, Manitoba, Canada

**Financiers Club 1953-65**  
Buffalo, New York

## 10 YEARS

**Mill Braers Club 2168-4**  
Millbrae, California

**Hillsboro Club 881-7**  
Hillsboro, Oregon

**Tax Comm. High Noon Club 3714-7**  
Salem, Oregon

**Top O' The Morning Club 3786-20**  
Fargo, North Dakota

**Telespeakers Club 2328-21**  
Vancouver, B.C., Canada

**Gavellers Club 1499-35**  
Milwaukee, Wisconsin

**ESM Club 3652-35**  
Milwaukee, Wisconsin

**G. J. Meyer Mfg. Co., Club 3795-35**  
Cudahy, Wisconsin

**D S A Club 3772-36**  
Alexandria, Virginia

**Susquehanna Valley Club 2692-38**  
Sunbury, Pennsylvania

**Peterborough Club 3427-60**  
Peterborough, Ontario, Canada

**Electernics Club 2700-65**  
Rochester, New York

**Cairns Club 3779-69**  
Cairns, Qld., Australia

**Dapto Club 3780-70**  
Dapto, NSW, Australia

**Whitehorse Club 2219-U**  
Whitehorse, Yukon Territory, Canada



# the action people

Few people join Toastmasters, or start any project for that matter, after the age of 65. But Joe Vail, of the **Moreno Valley Club 2169-F** in Sunnymead, California, is an exception to that rule.

A Georgia boy born just after the turn of the century, Mr. Vail served as pipe fitter for the Arabian-American Oil Company, until retiring in 1962.

During the 15 years he spent in Arabia, he furthered his fourth grade education and received his high school diploma by correspondence. He then proceeded to obtain a college degree in two and a half years at the prime age of 54.

With this preparation, Mr. Vail began his retirement project; to build a home for the retarded called Dorcas Ranch, near Nuevo, California.

Realizing a need for more preparation, Joe went back to college in 1969 and proceeded to earn two Masters Degrees simultaneously; one in Special Education and one in Counseling, while also studying Psychology and Business Administration.

After all this, Joe still felt a bit shy in one area of his life and decided to join Toastmasters where, according to his fellow club members, he has been very happy ever since. ■



**Madison Toastmasters Club 173-35**, Madison, Wisconsin, recently held a one-hour Toastmasters program in the studios of Channel 6, Complete Channel Television, in Madison.

The program was seen by approximately 3000 families in the cable network and was arranged by Jim

Potter and Wayne Thompson. Conducted like a regular Toastmasters meeting, the program also included information for the viewers on how and where to obtain further information about Toastmasters.

Rod Thole, general manager of Complete Channel TV, complimented the Madison Toastmasters on their presentation and suggested that a return engagement would be desirable in the future. ■



More and more clubs these days are turning to the magic of electronics to practice and develop skills they have acquired in Toastmasters.

In keeping with this, the **State Farm Toastmasters Club 77-33** recently became instant television personalities when one of their entire meetings was video taped on their office video equipment.

This unusual meeting was put together by Personnel Director and Toastmaster of the day, Dave Sowle, with the technical assistance of the Agency Training Director Buster Cryer.

The experiment with the tape equipment gave each Toastmaster a chance to speak not only before a group of people, but also before a camera, which enabled them afterwards to see themselves as they actually looked to others.

According to Bob Gotham, the educational vice president, this type of educational experience is a regular happening at the State Farm's Toastmasters meetings.

Through the use of this electronic equipment, not only will the individual Toastmaster develop the communication and leadership skills, but will also possess personal poise and self-confidence. ■

**1. Major General George Pearkes (center) is presented with the Communication and Leadership Award by District 21 Governor Robert Benne (right). Gen. Pearkes, who served his country in both World Wars and counts the Victoria Cross, the highest award for bravery, among his many decorations, also is presented a letter of congratulations from Nanaimo Mayor Frank Ney by Area Governor Rudy Labonte.**

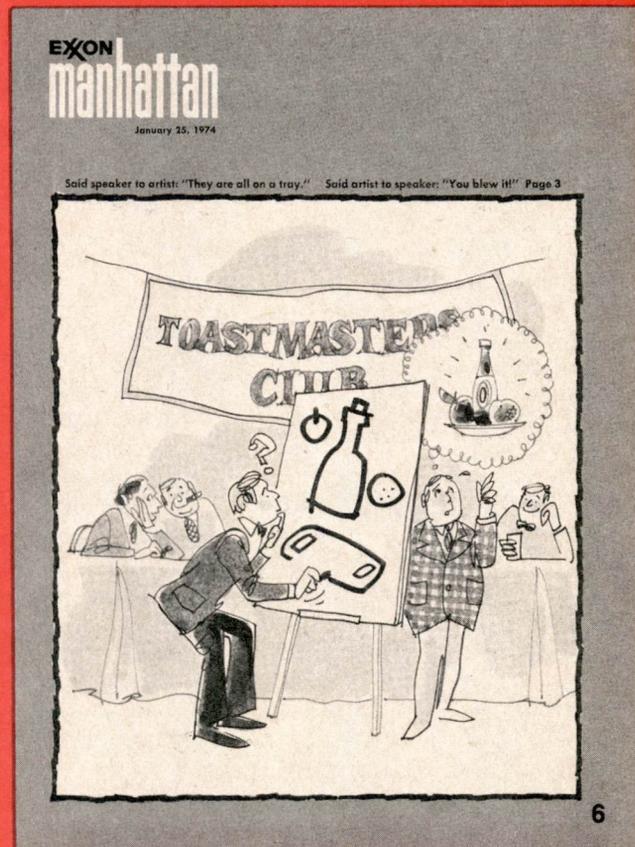
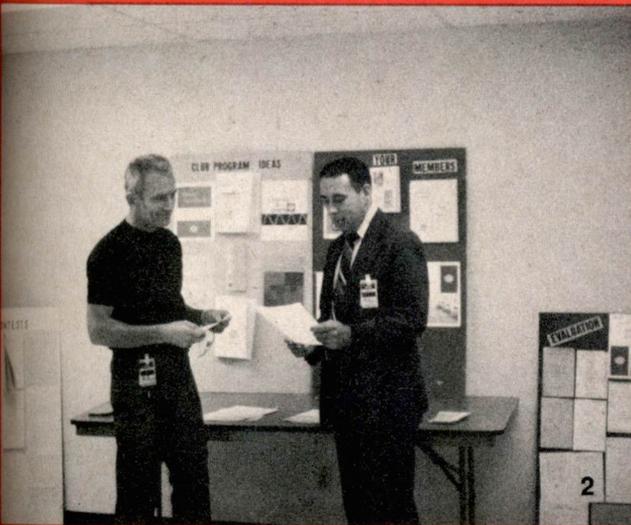
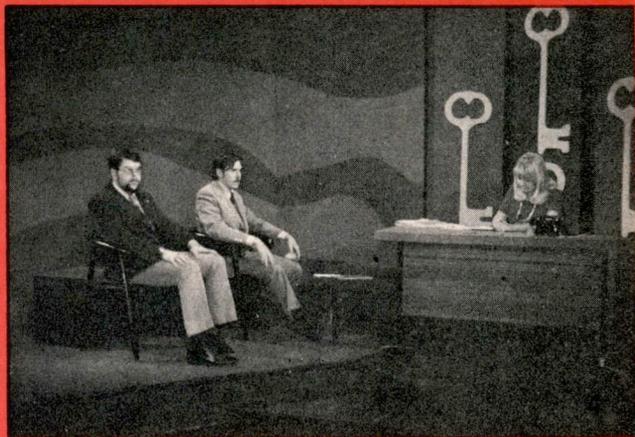
**2. Astronaut Donald K. Slayton (left) and George Abbey, technical assistant to the Lyndon B. Johnson Space Center director, examine a recent display set up by JSC Toastmasters Club 3116-56 in Houston, Texas. Slayton, one of the original seven astronauts has been assigned to the joint American and Russian space flight slated for 1975.**

**3. District Governor M. Norman Hogarty (left), presents the Beechmaster Club 1279-22 charter to President Robert Cook (center). J. E. Isaacs, vice president of industrial relations for the Beech Aircraft Corporation, is also on hand to officially welcome the new group to the family of Beech Employee Clubs.**

**4. Richard A. Hazel (far left), educational It. governor of District 53, and Area 2 Governor Russell Bruno (right) are interviewed by Jackie Armor on "Access," a public service program presented by station WHMT, Channel 4 in Schenectady, New York. The program centered on the Toastmasters movement and the 50th Anniversary with questions coming from Ms. Armor and from the home television audience.**

**5. Louis F. Zwartverwer (left) is presented the club charter for the Zurich Toastmasters 3906-U by James Nelson. Mr. Nelson is the American Consul General in Zurich, Switzerland.**

**6. The Exxon Toastmasters Club 3116-56 is making the most out of the 50th Anniversary Year. The cover of the January 25, 1974, issue of the "Exxon Manhattan" was devoted to Toastmasters and carried an article detailing the concept behind the organization. The magazine is a weekly house organ published by Exxon Corporation.**



# Some clear-cut rules on speech-making



by David Scott-Atkinson

*Most Toastmasters spend a good part of their free time preparing speeches, looking for topics, or analyzing the speeches of others. This article, appearing in the Canadian advertising journal Marketing, offers some insight into what a typical public relations firm goes through in preparation and distribution of a 30-minute speech. Perhaps you can find some ideas that you can modify for your use; certainly, you will find that the few hours you spend in preparation for a speech is not "overdoing it"!*

That the speech is one of the best weapons in the professional communicator's hands is undeniable. Like a book or an article, it provides a front seat for a secondhand experience to which the listener may relate.

While many good speeches are prepared and made, it is surprising more public relations practitioners and those who buy their services do not give the maximum all-out publicity effort these speeches merit.

If a speech is to be used as a means of achieving acceptance or

understanding of an idea or a policy, there are some very clear-cut rules.

The three fundamental criteria are:

1. That the speaker have something to say that is newsworthy;
2. That he understand the techniques of addressing an audience and has the skills to implement them;
3. That the speaker is authoritative and knowledgeable.

If the speaker lacks professional advice as to what is newsworthy

only has to read the editorial page of a major newspaper to find guidance. Then he must relate what he finds to his own line of endeavor.

To write a speech for someone whose philosophy, prejudices, attitudes and beliefs are unknown will result in about as much mutual satisfaction as making love with your clothes on. A speech writer must "hear" the voice of the speaker as he writes if he is to do a first rate job.

Public speaking may be a communications tool used in isolation. You can prepare your speech or deliver it "off the top of your head," with a full (or empty) mind to a target group.

That can be the end of it if news content is lacking. It can still be a satisfactory one-to-one experience between the speaker and the listener.

If it has news content added, it can be milked for all it is worth. If this is to be done, it is time-consuming, consequently costly, and a devastatingly effective way of enhancing the reputation of the speaker, creating acceptance for his philosophy and recognition for the organization he represents.

The speech thus extends to additional publics beyond the listener—to readers of news media, TV viewers and radio listeners.

One accepted rule of thumb in terms of time and cost of a speech is that it will call for an hour of preparation for each minute spoken. Add to this the merchandising to extend the audience beyond the listener and it will call for another hour per minute up to 30 hours.

Thus, a 30-minute speech, fully milked of nearly all its communications opportunities, can call for expenditure of some 60 manhours.

If a speech is embarked upon lightly, the results can be a deserved erosion of the speaker's reputation for not doing his homework. Like most things, this is, of course, a matter of debatable opinion. It is, however, mine.

Despite the obvious, it is ex-

“

**One accepted rule of thumb in terms of time and cost of a speech is that it will call for an hour of preparation for each minute spoken.**

”

tremely doubtful if more than 10% of speeches that bend the ear of business men meet our criteria.

Exceptions to this occur at meetings such as the Canadian Empire Clubs, where great care is taken by Ottawa-based organizers to ensure the criteria are indeed met.

It is seldom listeners at such clubs have much cause for complaints, for such speakers that are invited do not blow their reputations by not being prepared or even rehearsed.

I only wish the same could be said of my own curious professional organization, which often provides selling platforms for the inept in a dubious exercise in human annoyance.

The next criterion applies to the actual occasion, which must provide a benefit. The speaker and what he has to say must meet the interest of the audience.

This is not always as easy as it sounds, since many people attend weekly or monthly meetings of associations for the fellowship, or their companies are paying the shot for a free meal. Often they haven't read the notice of meeting and don't care who is speaking.

The following table is from an actual case history with all times and most activities included, making use of public relations counsel with related public relations services in the writing of the speech and its dissemination.

**D minus 60**—Copy about speaker for inclusion in notice of meeting passed to organizers of meeting together with photo of speaker. (pr counsel 30 mins., secretary 15 min.)

**D minus 21**—Preparation of outline of speech: (1) Title (2) Headings of Points to be Covered. (Just like in a schoolboy's essay.) Typing of outline. (pr counsel 2 hours, typist 30 mins.)

**D minus 20**—General discussion as to views of speaker, title and points to be covered. (Speaker and pr counsel 1½ hours.)

Transcript of notes to written

# on speech-making

form. Typing transcript. (pr writer 30 mins. secretary 1 hour.)

**D minus 19**—Research instructions and discussion (pr counsel, researcher, 30 mins.)

**D minus 14**—Research data completed (researcher 9 hours.)

**D minus 12**—Introductory remarks prepared for chairman of meeting. Typing of remarks. (pr counsel 45 mins., secretary 15 mins.)

**D minus 11**—Approval with amendments (speaker 15 mins.)

**D minus 10**—Draft of 500 word news release. Typing (pr. counsel 2 hours, secretary 15 mins.)

**D minus 9**—Draft of speech, editing, polishing, revisions; transcript/revise (pr counsel 5 hours, secretary 5 hours.)

**D minus 7**—Preparation of distribution list for news media. (pr assistant 30 mins.)

Approval of list and media distribution plan. (pr counsel 15 mins.)

**D minus 6**—Script handed to speaker for amendments.

**D minus 5**—Review meeting with speaker; amendments, revisions, and near-finalization. (Speaker and pr counsel 2 hours.)

**D minus 4**—Finalization, news release approved; typography, design, layout and typesetting of speech in booklet form suitable for mailing or pocket piece. Transcript (pr counsel 15 mins., secretary 4 hours, 3 hours.)

**D minus 3**—Action with news media; contact with columnists and special writers to seek an interview in a.m. of day. TV news film clip prepared featuring speaker. (pr counsel 2 hours, secretary 30 mins., Speaker and pr counsel 30 mins.)

**D minus 1**—Review full text to confirm that it is up-to-date; minor revisions and polishing. (pr counsel 30 mins.)

Reproduction of News Release and copies to news clipping service. (secretary 30 mins.)

“

**In total, the whole exercise and organization behind a 30-minute speech represented over 50 manhours plus an estimated 10 hours of time spent by the actual speaker . . .**

”

Distribution to media of release and film clip. (press officer 30 mins.)

**D Day**—Interview with specialist columnist. Speech made. (1 hour 30 mins.)

Note: The speaker arrived at 12:15 for 12:30 luncheon, met with various guests for drinks . . . Lunch 12:30 . . . speech 1:15 . . . questions 1:45 . . . Close 2:00. Speaker spoke from cards with headings approximated to the formal written text.

**D plus 6**—Mailing of printed text of speech to key publics. (1 hour.)

**D plus 20**—Evaluation of results and report. (2 hours.)

In total, the whole exercise and organization behind a 30-minute speech represented over 50 manhours plus an estimated 10 hours of time spent by the actual speaker, or two hours of preparation per minute of speech of 30 minutes duration.

The above efforts were rewarded by the following coverage in Canadian news media:

Substantial initial reporting of the speech in 62 Canadian dailies. On-the-spot TV reporting by one local TV station with network affiliation (and consequent cross-Canada coverage). Use of the film clip by 10 stations on the other national network. Coverage by five local radio stations with pick-up across Canada.

In subsequent days the speaker was given feature coverage by business columnists in Toronto and Montreal and a substantial digest of his speech carried by leading financial weekly.

Some 15 editorials were carried by daily newspapers and there were more than 30 letters to the editor published in dailies across Canada.

In the following months, some 12 business publications carried reporting or editorial comment on the speaker.

Of course, the content of the speech was sound, news-worthy and demonstrated the speaker's genuine concern for the public interest. Thus all reporting was favorable.

Circulation of his speech in print form resulted in three requests for him to fill other speaking engagements.

There are, of course, many other aspects to speaking occasions. Here are some of these in summary form. The views and opinions stemmed from a three-hour, two-speaker seminar on the subject by the Ottawa Public Relations Society.

Following the seminar, each speaker got two letters of thanks, one from the president of the society, Ron J. Coulson, and another from the Seminar Chairman, Graeme Fraser and a news clipping from eight Ottawa public relations practitioners.

The seminar on public speaking was one of a series of seminars occurring once a month as part of

the continuing education of that society. They are open to the public.

Here are some opinions as to other aspects of presentation:

Wherever possible have someone who knows the speaker do the introduction. He will set the stage best with an anecdote... facilitating the speaker's task and setting the audience's mood.

Make the introduction short. Lord Curzon once listened to a 20-minute introduction speech before being called on to give his address. "No. 10 Downing Street," he said, and walked out.

Use visual aids only if they add to your impact and they don't interrupt the flow of the speech, or lose the attention of the audience.

If you are getting a fee... earn it by doing your preparation.

If you are giving the speaker a gift, choose something that will serve as a reminder of the occasion and your organization, e.g.,

an inscribed tankard that will fit some use and provide continued pleasure.

Thanking the speaker is anticlimactic and usually a sop-task for some member of your organization who might otherwise feel left out... Let the chairman seek and lead applause.

Always a letter of thanks and no later than the next day.

Question handling... if your speaker can. Audience participation at question time is usually the best part.

Humor. Use anecdotes that are personal experiences. And rehearse them until it hurts. ■

David Scott-Atkinson is a Toronto public relations consultant and first chairman of the Canadian Public Relations Society's Accreditation Board.

## COMING NEXT MONTH!

An informative and revealing article dealing with a recent study conducted on the hows and whys of leadership... Is Your Leadership Thinking Up to Date?

# new clubs

## 1211-11 MURAT SHRINE CLUB

Indianapolis, Indiana — Wed., 12:00 noon. Murat Shrine Club, 516 N. New Jersey Street. *Sponsored by Mason J. Miller.*

## 392-22 TOWER TALKERS CLUB

Kansas City, Missouri — Fri., 2:00 p.m., Sears, 3625 Truman Road. (231-7600).

## 2742-24 SALT CREEK CLUB

Lincoln, Nebraska — Mon., 11:30 a.m., Terminal Bldg., 10th & O Street (471-2081). *Sponsored by Sunrise Club 2788-24.*

## 1210-25 CULLUM COMPANIES CLUB

Dallas, Texas — Tues., 7:00 a.m., Lucas B & B Restaurant, 3300 Mockingbird (351-3741).

## 407-26 KREMMLING CLUB

Kremmling, Colorado — Fri., 7:00 a.m., Wagon Restaurant, 310 E. Park Avenue (724-3221). *Sponsored by Sleeping Giants Club 1296-26.*

## 3054-28 DAWN TRACKERS CLUB

Ypsilanti, Michigan — Tues., 7:00 a.m., Perkins Cake & Steak House, 4890 Washington (665-7039). *Sponsored by Huron Valley Club 1909-28.*

## 2923-30 KRAFTCO CLUB

Glenview, Illinois — Thurs., 4:15 p.m., Kraftco Hq. Cafeteria, One Kraftco Court (998-2081). *Sponsored by Arlington Heights Club 1087-30.*

## 259-36 BUZZARD POINT SPEAKERS CLUB

Washington, D.C. — Tues., 12:00 noon, Buzzard Point Bldg., 2100 2nd St., S.W. (426-2262). *Sponsored by Federal Club 1037-36.*

## 1149-36 DIALOGUERS CLUB

Arlington, Virginia — Wed., 11:55 a.m., Arlington Hall Station, DIA, B Bldg., Room 1020 (451-2636).

## 1152-36 PHENIX CLUB

Washington, D.C. — Wed., 12:00 noon, Internal Revenue Service Bldg., Constitution & 12th Avenues (964-3883). *Sponsored by Revenooers Club 3653-36.*

## 1766-36 GEORGETOWN ROAD CLUB

Bethesda, Maryland — Mon., 8:00 p.m., Beth-El Temple, 8215 Old Georgetown Road (657-3320). *Sponsored by C.P.A. Club 3094-36.*

## 1061-44 EARLY BIRD CLUB

Odessa, Texas — Tues., 6:30 a.m. Sambo's Restaurant, 1229 E. 88th Street (366-5049).

## 2034-46 BROOKHAVEN SERVICENTER CLUB

Holtsville, New York — Fri., 12:30 p.m., Brookhaven Service Center, 1040 Waverly (654-6240). *Sponsored by Northern Brookhaven Club 2413-46.*

## 2200-61 COMMAND SPEAKERS CLUB

St. Hubert, Quebec, Canada — Wed., 12:00 noon, St. Hubert Officers Mess (671-3711). *Maitres Speakers Club 3270-61.*

## 653-64 HI-NOON CLUB

Brandon, Manitoba, Canada — Fri., 12:05 p.m., Prince Edward Hotel, 906 Princess Ave. (728-0628). *Sponsored by Mert Bosiak (N.C.C.)*

## 2470-64 LA VERENDRYE CLUB

Pine Falls, Manitoba, Canada — Mon., 8:00 p.m., Manitow Lodge, (367-2701). *Sponsored by Assiniboine Club 419-64.*

## 1287-66 LOGISTICS CLUB

Fort Lee, Virginia — Wed., 11:00 a.m., US Army Logistics Mgmt. Center (861-6138). *Sponsored by Blackwood Club 3282-66.*

## 2894-69 YARI-TI CLUB

Wynnum, Brisbane, Qld., Australia — Thurs., 6:30 p.m., Laurella Lounge, Florence Street (072-962936). *Sponsored by Media-Mix Club 2894-69.*

## 2650-70 HENRY PARKES CLUB

Parkes, N.S.W., Australia — Mon., 7:00 p.m., Coach House Motel, (622378). *Sponsored by Karri Club 1665-70.*

## 1984-U STEPHENVILLE CLUB

Stephenville, Newfoundland, Canada — Thurs., 6:30 p.m., Hotel Stephenville (643-5246).

# your 1973-74 district governors

- F. John B. Whittle, Box 862, Idyllwild, Calif. 92349
1. Howard E. Chambers, ATM, 3922 Emerald St., Apt. #83, Torrance, Calif. 90503
2. George C. Tostevin, 12555 - 37th Ave., N.E., Seattle, Wash. 98125
3. William D. Hamilton, DTM, 6416 E. Sheridan, Scottsdale, Ariz. 85257
4. Vit Eckersdorf, ATM, P.O. Box 5705, Redwood City, Calif. 94063
5. Richard A. Freedman, 8479 Scarf Place, San Diego, Calif. 92119
6. Don A. Plaskett, DTM, 428 S. Norah St., Thunder Bay, Ont., Canada P7E 1N9
7. James R. Bales, ATM, 21175 S.W. Vermont, Beaverton, Oregon 97005
8. Josef Seidel, 12674 Grandin Lane, Bridgeton, Mo. 63044
9. Harry A. Popp, Sr., ATM, 1112 South 28th Ave., Yakima, Wash. 98902
10. Edward N. Beit, ATM, 3260 E. 134th St., Cleveland, Ohio 44120
11. Floyd O. Swathwood, ATM, 2521 Abbey Drive, Apt. #2, Ft. Wayne, Ind. 46815
13. Peter P. Pierotti, ATM, RD #1, Box #1, Perryopolis, Penn. 15473
14. P. Gregory McCarthy, ATM, 807 Springdale Rd., N. Augusta, S.C.
15. Marvin E. Kline, ATM, 529 Sykes Drive, Idaho Falls, Idaho 83401
16. William G. Maxwell, ATM, 1002 Canterbury Rd., Enid, Okla. 73701
17. James D. Towey, 3445 N. Hillcrest Dr., Butte, Mont. 59701
18. Bharat J. Gajjar, ATM, 1421 Drake Rd., Wilmington, Dela. 19803
19. Andy O. Norton, ATM, Box 494, Ottumwa, Iowa 52501
20. Eddie V. Dunn, 3106 - 7th St., N., Fargo, N. D. 58102
21. Robert D. Bennett, 396 King George Terrace, Victoria, B.C., Canada
22. M. Norman Hogue, ATM, 6608 West 101 Terrace, Overland Park, Kan.
23. Milton H. Klein, 911 Alamosa, Carlsbad, N.M. 88220
24. Donald D. Smith, DTM, 7 East Ridge Dr., Council Bluffs, Iowa 51501
25. Jack Ligon, 2508 S. Jennings #2, Fort Worth, Texas 76110.
26. Dean Kleinkopf, 1022 Beech Dr., Lakewood, Colo. 80228
28. Ray C. Lopez, ATM, 1862 Henrietta, Birmingham, Mich. 48009
29. George E. Deliduka, DTM, 9 Dogwood Dr., Shalimar, Fla. 32579
30. Louis M. Kiriazis, 1329 S. 61st Ave., Cicero, Ill. 60650
31. Roger Boyington, ATM, 65 Coburn St., Lynn Mass. 01902
32. Paul B. McKinley, 5219 - 28th Ave., S.E., Lacey, Wash. 98503
33. Larry L. Lee, 1604 Cameo Way, Modesto, Calif. 95350
35. William J. Hayes, III, DTM, 1056 E. Lexington Blvd., White Fish Bay, Wisc. 53217
36. William O. Miller, DTM, 12101 Hunters Ln., Rockville, Md. 20852
37. Joe A. Ellisor, DTM, Route 9, Box 655, Greensboro, N.C. 27409
38. Frederick W. Romig, Jr., 1406 Bonnie Dr., Bethlehem, Penn. 18018
39. Nirmal S. Cheema, ATM, 717 Hazel Street, Livermore, Calif. 94550
40. Lester J. Lucas, ATM, 2301 Potts Lane, Zanesville, Ohio 43701
41. Dale M. Cooley, Box 3125, Rapid City, S.D. 57701
42. Frederick G. Lawson, DTM, 13709 - 64 St., Edmonton, Alta., Canada T5A 1R8
43. John E. Clements, ATM, 1564 Rabb St., Memphis, Tenn. 38117
44. Ramon E. Laird, Jr., ATM, P.O. Box 6463, Odessa, Tex. 79762
45. Frank R. Gardiner, 16 Katahdin St., Bangor, Maine 04401
46. LaVern G. Lee, DTM, 878 Seneca Rd., Franklin Lakes, N.J. 07417
47. Karl E. Righter, DTM, 710 E. Michigan Ave., Apt. #40, Orlando, Fla. 32806
48. Donald N. Murray, ATM, 314 Neal Ave., West Point, Ga. 31833
49. John H. Covey, Jr., 95 - 491 Kaulia Pl., Mililani Town, Hawaii 96789
52. Van Barcus, ATM, 2135 Pass Ave., Burbank, Calif. 91505
53. James C. Anderson, ATM, 1 Fairchild Rd., Tariffville, Conn. 06081
54. Raymond W. Wakefield, ATM, 22 White Place, Bloomington, Ill. 61701
56. Edward V. Dylla, 10919 Janet Lee, San Antonio, Tex. 78230
57. Frank Medcalf, 112 Hackett Ct., Vallejo, Calif. 94590
58. William D. Loeble, ATM, 5879 Woodvine, Columbia, S.C. 29206
60. Doug A. Barclay, ATM, 5426 Winston Rd., Burlington, Ont., Canada
61. Stephen J. Evans, ATM, 100 Rothwell Dr., Ottawa, Ont., Canada K1J 8L9
62. Donald J. Hassen, ATM, 8489 N. River Rd., Freeland, Mich. 48623
63. Clinton Hobbs, Box 519, Madison, Tenn. 37115
64. John N. Tyler, 126 Guay Ave., Winnipeg, Man., Canada R2M 0C1
65. Stanley A. Stevens, 31 Rosemont Dr., Amherst, N.Y. 14226
66. Rex Tillotson, P.O. Box KJ, Williamsburg, Va.
68. George H. Peirce, 715 Camp St., New Orleans, La. 70130
69. Geoff Phillips, P.O. Box 970, Brisbane, 4001, Qld., Australia
70. David C. Murfet, 19 Freeland Cres., Launceston, Tasmania 7250
71. Geoffrey S. Barker, 12 Lynn Close, Elstow, Bedfordshire, England
72. B. S. Palmer, ATM, 28 Hallberry Rd., Mangall East, Auckland, New Zealand

## MOVING?

Notify World Headquarters of your new address eight weeks prior to the scheduled move. Complete all the necessary information. This will assure you of uninterrupted delivery of The Toastmaster and other TI material.

Club No. \_\_\_\_\_

District No. \_\_\_\_\_

Paste current address label here OR complete the following:

Name	_____
Present Address	_____
City	_____
State/Province	_____ Zip _____

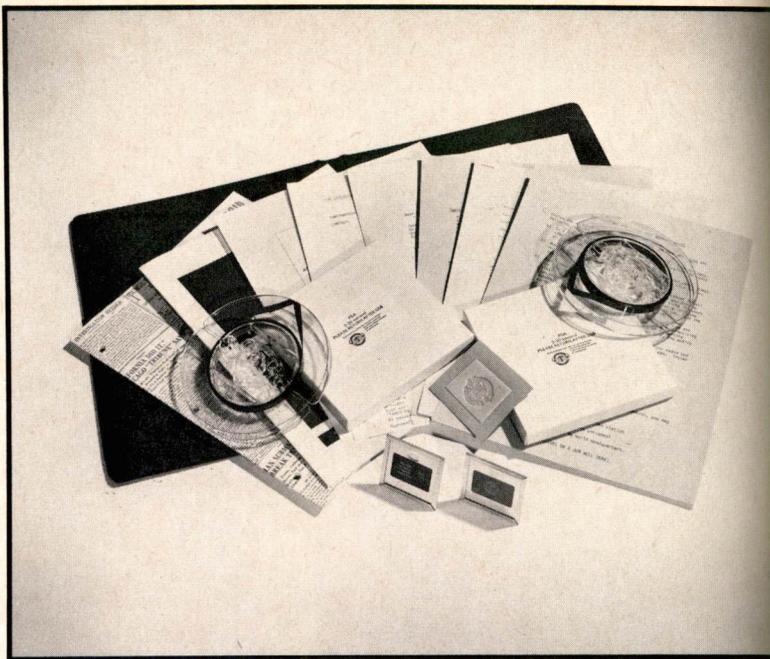
NEW ADDRESS \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip Code \_\_\_\_\_

If you are a club, area, division, or district officer, indicate complete title: \_\_\_\_\_

# Advertising Kit



Here's the Advertising Kit you've been asking for...a total media package to cover radio, television and newspapers with the Toastmasters message. With this kit you will have all the materials necessary to set up an advertising campaign in your city. Here's what you get:



**RADIO**—Two professionally-recorded radio spot announcements of 30 seconds each, ready to be played on the air. Listeners are referred to your local chamber of commerce for information on Toastmasters, so the advertising campaign must be coordinated with them in advance.



**TELEVISION**—Two glass-mounted color television slides are included, for use with Toastmasters spot announcements and as a background for Toastmasters interviews and programs. Five scripts for spot announcements of 10, 20 and 30 seconds accompany the slides.



**NEWSPAPER**—For your newspaper publication the kit includes a full Toastmasters advertisement, which can be made any size you wish and a newspaper "mat" of the Toastmasters emblem, ready to be placed on the newspaper page with a minimum of effort by the publisher.

Also included are full instructions on the use of media for Toastmasters, fact sheets, and copies of the Publicity and Promotion materials, full of sample news releases, display information and tips on publicity, all attractively packaged in a vinyl binder.

The **TOASTMASTERS ADVERTISING KIT** (catalog no. 1150) is available for only \$10.00 complete, plus 15% shipping/packing. California residents add 6% sales tax.